

## The Vermont Tobacco Evaluation and Review Board, Tobacco Control Program Budget Recommendation, FY2010

FY09 Budget	FY 10 Recommend (increase)	Need
		<b>Department of Health</b>
<b>\$1,400,211</b>	<b>\$1,779,150 (+\$378,939)</b>	<p><b><u>Tobacco Cessation Programs - Helping Smokers Quit:</u></b>  <b>Increase Access` to Nicotine Replacement Therapy (\$364,000):</b>  Smokers who use nicotine replacement therapy (NRT) to help them quit have twice the success rate of smokers who do not use NRT. The FY09 budget is \$289,000 and more funding is needed to provide free NRT to smokers ready to quit.</p> <p><b>Increase Access to Quit Smoking Services for High Priority Populations (\$290,000):</b>  The adult smoking rate in Vermont was 18% in 2007. However, there are special populations of Vermonters with higher smoking rates including pregnant women (19.7%), low income (30%) and people with moderate or severe depression (44%). Funding would be allocated to mental health &amp; substance abuse centers (\$200,000), Federally Qualified Health Centers (\$30,000), Vermont Clinics for the Uninsured (\$30,000), and ScoreHealth (\$30,000) to refer clients to the free quit smoking programs.</p> <p><b>Quit Smoking Programs (\$1,115,150):</b>  To continue free quit smoking programs including hospital-based counseling (\$742,000), phone counseling (\$156,000), web-based support (\$60,000), the N-O-T teen quit smoking program (\$82,150) and other cessation programs (\$75,000).</p> <p><b>Health Systems Change (\$10,000):</b>  To continue participation in a coalition of states working to promote physician referral of smokers to cessation programs.</p>
<b>\$1,023,624</b>	<b>\$1,274,317 (+\$250,693)</b>	<p><b><u>Community-based Programs:</u></b>  <b>Community Coalitions (\$1,074,317):</b>  To raise base of the coalition funding to account for cost of living and business expenses by 5%.</p> <p><b>Youth Activism Program (\$100,000):</b>  To award grants and offer training to Our Voices Exposed (OVX) teams to engage youth in leadership and advocacy roles among their peer group, within the community, and to assist with persuading peers to remain tobacco free during their later high school years. Among twelve grade students, 25 percent smoke compared to 7 percent of eighth grade students who smoke. The overall smoking rate among youth in grades 8 through 12 is 16%.</p> <p><b>Local Health Office (LHO) Personnel (\$100,000):</b>  To fund personnel costs for LHO chronic disease prevention designees who collaborate with the tobacco, substance abuse and other community coalitions to identify ways to partner in reducing tobacco and other substance use, increase physical activity, and improve nutrition.</p>
<b>\$1,007,799</b>	<b>\$1,466,650 (+\$458,851)</b>	<p><b><u>Media &amp; Public Education:</u></b>  <b>Preventing Youth from Starting to Smoke (\$585,000):</b>  Increase the reach, frequency and duration of media campaigns, targeting youth both 10-13 and 14-17 in a single year. Integrate youth-appropriate non-traditional media, like web and social networks into campaign tactics. The current budget allows for emphasis on only one age group per year.</p>

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		<p><b>Helping Smokers to Quit (\$676,650):</b> To increase awareness of free quit smoking resources from the Vermont Quit Network including phone and hospital counseling, online support, free nicotine replacement and tools for independent quitters. Increase the use of innovative channels to target specific audiences, like personal communications devices and online networking environments.</p> <p><b>Reducing Exposure to Secondhand Smoke (\$155,000):</b> To provide additional media and community educational materials to increase the percentage of Vermont adult smokers who prohibit smoking in their homes and cars, and create smoke-free zones outdoors.</p> <p><b>Contingency Planning (\$50,000):</b> For consumer message testing for campaign planning and unexpected opportunities.</p>
\$75,000	\$75,000 (+\$0)	<p><b>Statewide Provider Education:</b> To expand the current pilot program to healthcare providers to:</p> <ul style="list-style-type: none"> <li>• educate them about Vermont's free quit smoking services.</li> <li>• establish office systems to identify smoking status of each patient at every visit.</li> <li>• give free NRT to patients who smoke and choose to quit on their own.</li> </ul>
\$333,000	\$533,309 (+\$200,309)	<p><b>Surveillance and Evaluation:</b>  <b>Focus Group (\$50,000) and Adult Longitudinal Survey (\$100,000):</b> To understand why or why not smokers choose group counseling. To develop new methods to increase quit attempts and treatment seeking.  <b>Media Tracking (\$115,000):</b> To better understand media penetration by conducting surveys in waves proximate to media campaigns.  <b>Hospital Counseling Data (\$35,000):</b> To continue hospital-based counseling program data collection.  <b>Independent Evaluation Contract (\$233,309):</b> To continue independent program evaluation as mandated by Vermont statute.</p>
\$3,839,634	\$5,128,426 (+\$1,288,792)	<b>Total: Department of Health</b>
		<b>Department of Education</b>
\$995,668	\$1,061,007 (+\$65,339)	<p><b>School Grants and technical assistance (\$989,007):</b> To continue grants and technical assistance to supervisory unions to implement model tobacco prevention programs.</p> <p><b>National Health Education Assessment (\$50,000):</b> The Department of Education has implemented tobacco prevention curricula but has not had sufficient funds to evaluate their effectiveness. With more funding, the department will implement pilot projects in 5-10 supervisory unions to evaluate tobacco prevention curricula.</p> <p><b>Library Management Program (\$5,000):</b> To move to an on-line ordering and tracking system to allow for the continued existence of the leading library, which would further the goals of the Tobacco Control Work Plan by ensuring that evidence-based</p>

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		<p>tobacco prevention curricula and cessation materials could be checked out and utilized and reviewed by educators, and that tobacco prevention and cessation resources and visuals can be accessed by school and community members to assist in the support of annual common theme campaigns.</p> <p><b>HEAP (Health Education Assessment Project) Membership for Vermont DOE (\$17,000):</b> Participation in this project provides a practical way to increase assessment literacy by providing the professional development and mentoring. Specifically, this would further the goals of the Tobacco Control Work Plan by ensuring that health educators, school counselors, nurses and SAPs teaching the five evidence-based curricula have the adequate skills necessary to assess student learning and skills acquisition.</p>
		<b>Department of Liquor Control</b>
<b>\$289,645</b>	<b>\$379,783 (+\$90,138)</b>	<p><b>Expand Enforcement Oversight (\$90,138):</b> To fund a full-time tobacco only investigator to enable DLC to expand its enforcement to:</p> <ul style="list-style-type: none"> <li>• conduct regular inspections of retail tobacco licensees and wholesalers for compliance including fire-safe cigarettes, tax stamps and clean indoor air law.</li> <li>• investigate smuggling of cigarettes and tobacco products.</li> <li>• perform compliance checks regarding sales by internet cigarette and tobacco sellers.</li> <li>• work special details at schools and problem areas to enforce youth tobacco laws.</li> <li>• assist in recruiting minors for compliance checks.</li> <li>• address other tobacco-related enforcement issues as they arise.</li> </ul> <p><b>Retailer Training and Compliance Checks (\$289,645):</b> To continue training retail tobacco licensees and their employees and implement compliance checks for underage tobacco sales as required by statute.</p>
		<b>Tobacco Evaluation and Review Board (Agency of Human Services)</b>
<b>\$100,000</b>	<b>\$100,000 (+\$0)</b>	<p><b>Board Support (\$100,000):</b> To continue funding one full-time staff, administrative support, benefits, meetings, materials, supplies, staff and board member travel, board member per diem, etc. as directed by statute.</p>
<b>\$5,224,947</b>	<b>\$6,669,216 (+\$1,444,269)</b>	<b>Total: Tobacco Control Program</b>